

**Mom-2-Mom**  
**Peer Support Breastfeeding Program**  
**Marketing Resource Guide**

**MOM-2-MOM PROGRAM  
MARKETING RESOURCE GUIDE**

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Mom-2-Mom  
*Breastfeeding Peer Support for New Mothers*  
(INSERT CONTACT INFORMATION)

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# PRESS RELEASE

For Immediate Release

For more information contact:

**(Insert Contact Information Here)**

## MOM-2-MOM PEER SUPPORT BREASTFEEDING PROGRAM LAUNCHED

Mom-2-Mom is a peer-counseling program that offers one-on-one support to new mothers in the early months of breastfeeding. New moms who request a “buddy” are matched either before or immediately after giving birth. The program focuses on the first two months after birth, when research shows new mothers are most likely to stop breastfeeding due to lack of both medical and personal support. Mom-2-Mom volunteers offer not only specific breastfeeding advice, but are also a source of moral support.

All Mom-2-Mom volunteers receive eight hours of training. Training includes basic breastfeeding techniques, what’s “normal”, how to recognize and resolve basic problems, and what situations require referral. Volunteers are also trained in communication skills to help them support their “buddy” in a non-judgemental manner. New volunteers are always welcome.

**SAMPLE PUBLIC AFFAIRS MEMO:**

**REGIONAL MEDICAL CENTER  
ADDRESS 1  
ADDRESS 2**

OFFICE-SYMBOLS

Date

MEMORANDUM FOR: Public Affairs

SUBJECT: World Breastfeeding Week

1. Mom-2-Mom, a peer support program for breastfeeding mothers that is affiliated with the Medical Treatment Facility Pediatric Department, La Leche League of *your community*, and the local WIC programs are sponsoring a brown bag picnic on *this date* in support of World Breastfeeding Week. It will be preceded by a panel discussion in Heaton Auditorium on the health benefits of breastfeeding for mothers and children. I would like to ensure wide promotion of this event and dissemination of World Breastfeeding Week information *to local installation resources*.
2. In this medical facility, numerous organizations contribute to Breastfeeding Success:

The Medical Center's Departments of OB/GYN, Pediatrics, and Neonatology, the Health and Wellness Center, and the Maternal Child Nursing Division all actively support and promote breastfeeding in both outpatient and inpatient settings with classes, one-on-one assistance, and consultative services.

Mom-2-Mom is a peer counseling program that matches mothers who have successfully breastfed with those who are just getting started. It is supported by medical advisors from the Department of Pediatrics. [See attached press release for more information on Mom-2-Mom and the World Breastfeeding Week Picnic.]

The satellite Health and Wellness Center, Army and Air Force New Parent Support all make breastfeeding a priority support mission.

The WIC Program (Women, Infant and Children) provides nutrition education, breastfeeding support & education, supplemental foods and health care referrals. It is a community based program aimed at improving the quality of life of our troops and their families. Participation in WIC is associated with: improved school readiness, higher birth weights, reduction in infant mortality, improved cognitive development and reduced iron deficiency anemia in children. WIC program participants receive drafts allowing them to purchase a monthly food package designed to supplement their diet. The foods are high in protein, calcium, iron and vitamins A and C. WIC is funded by the Department of Defense. For more information, contact the local WIC office at xxxxxxxxxx.

XXXXXXXXXXXXXXXXX  
XXXXXXXXXXXX

Chief, Maternal-Child Medicine

MOM-2-MOM  
Breastfeeding Peer Support Program

## NEW MOM SIGN-UP

[illegible]

MOM-2-MOM  
Breastfeeding Peer Support Program

## VOLUNTEER SIGN-UP

<b>Name:</b>		<b>Due Date:</b>	
<b>Home Phone:</b>		<b>Work Phone:</b>	
<b>Work Status:</b>	Active Duty	Civilian	Stay-at-Home

<b>Name:</b>		<b>Due Date:</b>	
<b>Home Phone:</b>		<b>Work Phone:</b>	
<b>Work Status:</b>	Active Duty	Civilian	Stay-at-Home

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